

PUBLIC GOLF ENDANGERMENT ACT STRATEGIC SUPPORT PLAN

NOVEMBER 2021

1

BRIEF

BACKGROUND

AB 672 is the most anti-golf bill to be filed in more than a generation, targeting municipal golf courses for the purpose of redeveloping them into housing tracts.

OBJECTIVES

We need to create a very real sense of urgency with golfers in the region and compel members to reach out to their elected officials. Members need to advocate on behalf of golf with other residents by utilizing the tools in the SCGA Governmental Affairs digital hub to also reach out to their representatives prior to the January vote. We need to ensure all parties understand the slippery slope of this legislation. The fact that the SCGA only “sounds the alarm bells” when truly necessary should reinforce the importance of action.

TARGET

The primary target is all SCGA members with a secondary target of the broader SoCal golfing community. Arming these two heavily invested groups will give them the ability to extend the message to non-golfers.

DESIRED TONE

The message should be simple, direct and professional, maintaining the integrity and honesty of the SCGA brand. It should not be alarmist but should include a definite sense of urgency and call to action.

KEY STORY

Municipal golf courses make up 22% of all golf courses in California with 45% of golf played on those courses. They provide an entry point for beginning golfers, a classroom for junior golfers and a home for golf clubs and individuals alike who rely on these facilities to provide a place for them to enjoy the game they love. Municipal golf is the lifeblood of California golf, and AB 672 is a very real threat to these critical facilities, those that play on them and those that work at them.

A key component of this program will be to put a name on this assembly bill that puts it in the appropriate light and provides the appropriate feel to those in the region/state who see this messaging. Opponents of bills often retile them to convey what they want persons to think about them, and SCGA wants images of public's golf endangerment dancing in golfers' minds when they see or hear about AB 672. To that end, we will be moving forward with the name **Public Golf Endangerment Act**. Imagery, messaging, branding, etc. should relate to this name. We will have support messaging that will tell the broader message including taglines, hashtags, etc.

CAMPAIGN

CAMPAIGN DETAILS

FLIGHT DATES: December 6, 2021 – January 23, 2022

EXTERNAL TARGETS

SCGA Members, SoCal non-member golfers, SCGA Junior parents

INTERNAL TARGETS

SCGA Board & staff, SCGA volunteers

SUPPORT RESOURCES

SCPGA, NCPGA, CGCOA, GCSAA Chapters, NCGA, Municipal Facilities, CIF High School Alliances, First Tee, Pro Kids Golf, Youth on Course

Support will launch on Monday, December 6 with activations supporting the various messaging audiences. Throughout the months of December and January, there will be a base media presence across SCGA media with incremental focused messaging each week. 8

[PAID] – OWNED - EARNED

Planned support for this campaign falls in the Owned and Earned media categories

OWNED MEDIA

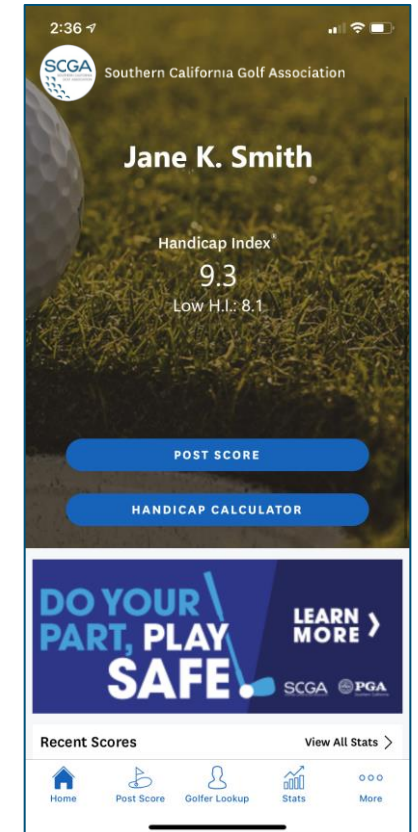
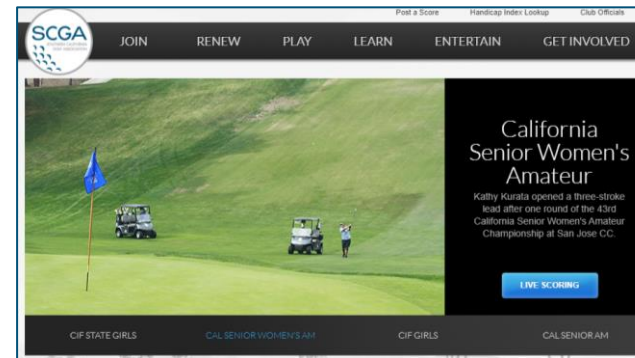
- scga.org
 - 924x250 Leaderboard banner
 - Create AB 672 tab on Governmental Affairs Hub (from Latest News)
 - Homepage slider comms
 - Button in carousel (replace Governmental Affairs)
- SCGA email communications
 - (SCGA News, eRevision, SoCal Golf Roundup, Club Digest, C&GO)
- SCGA social media
- GHIN App
- FORE Magazine
- FORE Her
- News Alert (Staff/Board/Volunteers)
- Email signature blocks
- Direct Mail

EARNED MEDIA

- Geo-targeted messaging around So Cal facilities
- Member Club messaging (email, websites, social)
- Municipal golf websites (city & county)
- Trade and General Media
- Professional golfers from region
- Celebrities
- OEMs
- SCPGA/NCPGA/GCSAA/CGCOA/NCGA
- Social Media Influencers
- Golf Retailers-CA
- GOLFTEC--CA

EXTERNAL MESSAGING

VEHICLE	SIZE	DATES
SCGA.org	924x250	12/6/21 - 1/23/22
SCGA News	Custom Header	12/13, 12/27, 1/10
SCGA News	728x90	12/27, 1/10
SCGA eRevision	300x250	12/15, 1/1, 1/15
GHIN App	300x125	12/6/21 - 1/23/22
FORE Her	728x90	12/16, 1/20
Dedicated eBlast	600x800	12/6, 12/21, 1/4
SCGA Social Media	Weekly	TBD
SCGA Junior Comms	TBD	TBD



INTERNAL MESSAGING

VEHICLE	SIZE	DATES
Teams - Staff	Custom	12/6, 12/20, 1/3
Email - Board	Custom	12/6, 12/21, 1/4
News Alert	Custom	12/6, 1/24
Gov. Affairs Update	Custom	12/6, 12/29, 1/13
Club Official Digest	728x90	12/6, 1/3



SUPPORT RESOURCES

Digital media, advertising and collateral assets will be provided to affiliated associations across the state

- Week prior to December 6 launch
- File sharing or link to download site
- Relevant digital assets in multiple sizes & executions



PGA

Southern California



PGA

Northern California



GCSAA

Golf Course Superintendents Association of America

(California chapters)



CGCOA

California Golf Course Owners Association



NCGA

GOLF SINCE 1901



pro kids



first tee

san diego



**youth
on
course**

MUNICIPAL SUPPORT

Determine opportunities with municipal (city & county) golf departments to post creative messaging on their websites and any other means possible

- Banner ads
- Email communications

****SAVE CALIFORNIA PUBLIC GOLF TOUR****

December/January 2021 (actual dates TBD)

Grass roots activations on-site at the most at-risk facilities in Southern California

- Representatives on location providing information & collateral to golfers at these at-risk facilities
- Set up at/near clubhouse or first tee
- Include SCGA branding (tents, a-frames, etc.), informational handouts, poster with QR code directing people to site tool to find representative
- Schedule facility visits over a two-week period
- Provide hard-copy assets to facility following initial contact for posting on-site

** Pending approval of individual facilities

EXTEND THE MESSAGE THROUGH VIDEO

The loss of municipal golf courses is not just the repurposing of land...it is taking away a cultural center for golfers

Kids, adults, seniors, families learn life lessons, develop friendships and gain knowledge that help them be better humans

This video will highlight the stories of those who got their start on municipal courses, spend their weekends with friends, gain life skills as a youth, and show that they would be taking away **WAY** more than just grass

- Planned launch of video in early January



CONTINGENCY LIST

Certain assets will be planned for in the event the campaign extends past February

- FORE Magazine house ad
- FORE Magazine editorial
- Direct Mail campaign
- Facility asset distribution

DELIVERABLES

DIGITAL ASSETS

- Campaign style guide
- Logo treatment
- Digital Banners
 - 924x250
 - 728x90
 - 300x250
 - 1920x800 (scaled down to 300x125)
- Dedicated eBlast
 - 600 x 800
- Social media
 - 1200x675
- Homepage small carousel banner
- Printed collateral/signage for facilities
 - 8.5x11"
 - 11x17"
- Digital collateral
 - One-sheets
- Infographic
- Email signature block
- Key talking points
- Custom video